**How They Got Started**

While Aziz was watching a scene form *Willy Wonka and the Chocolate Factory* he saw a child licking wallpaper that tasted like fruit. He though if this was actually possibly and decided to make something similar to this.

**Link to the official Website:**

<http://www.firstflavor.com/>

Company: First Flavor



**Description of business:**

When companies are advertise new food and beverage products First Flavor’s Peel ‘n Taste strips are the simple solution to testing their products. They are flat, small, and light so they can be delivered anywhere. Hence they are ideal for integrating in promotional marketing.

**What are they doing now?**

They are developed soluble flavor strips

**Cool Facts:**

* He create this business at the age of 24yrs old
* College: University of Pennsylvania



**Type of Business:**

Producer and Service business